

KAUR to broadcast Viking Days parade

Student commentators will conduct live on-site interviews

BY STACY BROSE

MIRROR STAFF WRITER

For the first time in its 25-year history, KAUR will broadcast the Viking Days parade.

Wendy Underwood, KAUR's general manager, is excited to be involved in Augustana's first radio broadcast of the parade, which begins tomorrow at 9 a.m.

"We're definitely breaking new ground for the station," Underwood said. "A lot is going to be learned. Memories are going to be made. And it's going to be a team effort in the name of Augustana for the community."

KAUR has been trying for years to get staff and DJs out in public. Two years ago KAUR started broadcasting community service events, which helped staff members gain experience and confidence broadcasting off campus, Underwood said.

Underwood says that the idea of broadcasting a parade over the airwaves is unique. "It's really fun," she said. "Who's ever heard of broadcasting a parade on radio before? It's an odd idea, and I think we're going to pull it off."

The style of the broadcast will be unique as well, Underwood said. The broadcast will

not be a thorough description of the parade but rather commentary on parade events from DJs.

"It's not going to be two commentators sitting down and describing band uniforms," Underwood said.

Tammy Roberts, the adviser for KAUR, is confident about the station's involvement in the parade.

"This is a great learning

**"It's not going
to be two
commentators
sitting down
and describing
band
uniforms."**

—Wendy Underwood

experience for KAUR," Roberts said. "KAUR is an enhancement of the parade."

Viking Days Parade Co-chair Sarah Treado appreciates KAUR's involvement in the parade.

"I think it's awesome that KAUR agreed to get involved in the parade," Treado said. "I have confidence that KAUR will do a great job and will get a great response from the listeners."

Liz Enstad and Elisha Stratmeier, DJs on the Thursday night radio show "Crazy Good Hotdish," will be the parade commentators. They will interview spectators, dignitaries, professors and the Augie Doggie.

Besides live interviews from the parade, the broadcast consists of music from this year's most popular bands.

Although KELO-TV has broadcasted the parade for the past 20 years, this year the station chose to discontinue parade coverage.

According to Mark Antonitis, the new general manager of KELO-TV, broadcasting a parade was not serving the community in the best way.

"I am a big supporter of Augie," Antonitis said. "However, I felt that broadcasting a parade doesn't fit the new priorities of KELO."

Roberts says that there are no hard feelings between Augustana and KELO. "We respect their decision," she said.